

SYNERGY
PRODUCTIONS

8TH ANNUAL

WHISKEY

IN THE

WINTER

ST. LOUIS WHISKEY FESTIVAL

NOVEMBER 22, 2019

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SYNERGY Productions is producing the **8th annual Whiskey In The Winter** festival that will take place on **Friday, November 22, 2019**, from **6:15-10:30pm** at the **Hyatt Regency St. Louis at the Arch**. The event will be designed for 1700+ whiskey enthusiasts and will be supported by local PR outreach and multiple media partners.

THE EVENING WILL FEATURE:

- **Unlimited tastings of a variety of whiskeys including single malt and blended Scotch, bourbon, Irish, Tennessee, Canadian, and Japanese whiskies**
 - **Educational seminars**
 - **Whiskey-paired food stations**
 - **Whiskey cocktail bars created by local mixologists**
 - **Live Music and Interactive Entertainment**
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We hope you will choose to feature your whiskeys. The participation details are listed on the next page - for questions, our contact information can be found on the last page.

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PARTICIPATION FEE

4FT. HALF TABLES \$300

INCLUDES:

- 2 GA tickets to Event
- Rights to Sample Up to 2 Marks (Sampling Additional Marks are \$50 - Limited to 4)
- Can Have Up to 3 People Working Booth

6FT. REGULAR TABLE \$550

INCLUDES:

- 4 GA tickets to Event
- Rights to Sample Up to 5 Marks (Sampling Additional Marks are \$50 - Limited to 8)
- Can Have Up to 4 People Working Booth

12FT. DOUBLE TABLE \$1,000

INCLUDES:

- 6 GA tickets to Event
- Rights to Sample Up to 12 Marks (Sampling Additional Marks are \$50)
- Can Have Up to 5 People Working Booth

Participants are responsible for providing the product for sampling. Glassware, ice, and simple mixers will be provided and replenished throughout the evening.

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SPONSORSHIPS

Customized sponsorship packages are available and start at \$3,000. Packages include elements such as branding at event, premium display area, hotel room nights, advertising via media partners, potential for PR opportunities, potential for a seminar, inclusion on Golden Ticket bar (if applicable) and inclusion on all marketing materials. For more details, our contact information can be found on the last page. **Seminar space is limited.**



SEMINARS

During the event there will be nine 30 minute seminars in breakout rooms, limited to 30 guests. These seminars are a great opportunity to feature your brand and Whiskey In The Winter will be provided hotel rooms for seminar presenters. Sponsors have first rights to secure seminar sessions.

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“Every supplier that I talked to commented on the size of the crowd and the interest level/knowledge of the attendees. Several of them stated that Whiskey in the Winter is the best alcoholic beverage, consumer event in the state of Missouri.”

– Distributor

“I have done plenty of these events but this was by far the BEST. Looking forward to next year.”

– Supplier

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CONTACT

FOR MORE INFORMATION, CONTACT:

Amit Dhawan, M.D., M.B.A.

Managing Partner, Synergy Productions

314.706.4080

amit@synergystl.com

Jennifer (Milward) Schaefering

Director of Experiential, Synergy Productions

314.520.1406

jennifer@synergystl.com

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